

Review and Experience on Developing Sarawak Traditional Food Locator Mobile Apps

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Abstract—Mobile apps development has become new trends to promote various services to the user. The development of Sarawak Traditional Food Locator mobile application intended to improve mobile seller socio-economy by provide marketing, advertising and point of sales for the local community. Apart from that it, boost tourism sector in Sarawak which focus on food based product. The mobile apps help to guide tourist to locate and find unique cuisine and trying local food delicacies when travelling to Sarawak.

Index Terms—mobile seller; food tourism; mobile apps

I. INTRODUCTION

The number of tourists that come to Sarawak increase each year. With plenty of tourist attraction, such as beautiful nature, rich culture, adventure and its people unique lifestyle makes it one of popular destination in Malaysia.

However, another attraction for tourist to visit Sarawak is the unique local and traditional cuisines. Sarawak offers various foods that origin from 40 different ethnics. Unfortunately, tourist is having difficulty going to location and how to go about when they came to Sarawak. They will need local people to guide them if they need to go finding local food in Sarawak. In order solve this problem, the Sarawak Traditional Food Locator mobile apps is developed which also known as FoodieRoute. This mobile application will assist them to find and guiding them to the nearest or desired place of eating. Sarawak Food Locator mobile application able to guide, to recommend and navigate the tourist from their current location to various eating place in Sarawak.

By just clicking the buttons of suggested menus or type-in the name of food in search query, the application will display a simple map with icons of eating places that serves such food. This application also advertises eating places which provide attractive deals to the users. For prototype of this mobile application, we focus on the local and traditional food in Kuching city. In the future, we will expand the selection of location into other cities and township in Sarawak such as Sibu, Sarikei, Sri Aman, Kota Samarahan and Miri. It can even can be expanded to other states in Malaysia and outside of Malaysia.

The objectives of this Sarawak Food Locator design mobile application that can provide information about traditional food eating places, able to suggest local traditional cuisines and navigate user to the destination of the food. Another unique feature of this mobile application, it can input current location

of the mobile seller that use food truck, cart and motorcycles. It also able to include home based traditional food seller and seller that provides delivery service.

While based on computer science point of view, this application will implement algorithm for recommendation system and decision support system to suggest various choices of cuisine to the users based on locality, rating by other users and user preferences. It also able to collect data on the food which is popular, in demand and highly rated by the tourist. Based on this data, food seller can focus on these type of food, quantity and improve the food quality to meet the expectation from time to time.

II. BACKGROUND

Mobile apps able to help seller to increase their visibility to the users [1]. This section we review food related mobile applications that are currently existing in the market. The following mobile application HungryGoWhere, Teaspoon and Zomato can be downloaded from Google Play Store.

- HungryGoWheres

This is a food and restaurant review application that was founded by Dennis Goh, Wong Hoong An and Tan Yung Yih since 2004 in Singapore [2]. This application was then officially launched in Malaysia in 2013. Users allowed to search for restaurant, cuisine and foods nearby their location. Besides, it posted some guides and review articles that are collected from diners. Users can also search on food cuisines based on their preferences such as Halal, Asian, Chinese, Seafood and Western. This application also enables users to book for table reservation. All the promotions from those restaurants are displayed on the home page, which obvious for users to take notes on those food promotions.

- Teaspoon Food Rewards

Teaspoon is a food and rewards app that is founded in September 2015 by Asahiarts Systems Sdn Bhd [3]. This is the first food app launched in Kuching and contained over 300 restaurants information. Teaspoon aims to bring the latest news on new restaurants, new food items on existing restaurants, and the latest promotions by restaurants and cafes in Kuching. Teaspoon is giving promotion for the restaurant that are having vouchers rewards for the customers. Teaspoon allow user to make online payment third-party plugin MOLPAY application